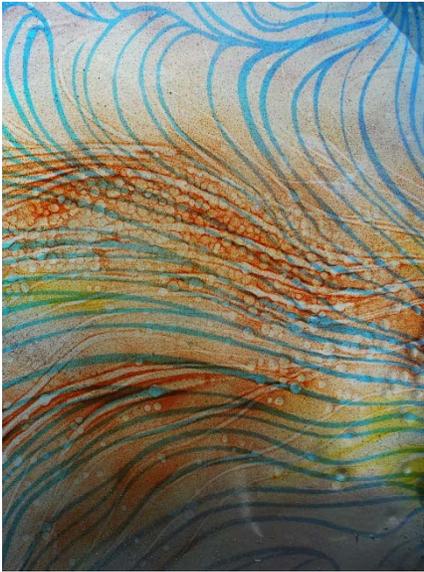


# BERKELEY ARTS & CULTURE PLAN UPDATE: DOCUMENT REVIEW



Source: City of Berkeley

Prepared by MIG, Inc.



Revised: October 2016

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## TABLE OF CONTENTS

<b>Introduction</b> .....	2
<b>Berkeley Arts and Culture Plan</b> .....	3
2004 Berkeley Arts and Culture Plan (July 2004).....	3
Berkeley Cultural Needs Assessment and Findings (February 2003).....	4
Economic Impact Analysis (February 2003).....	5
<b>Public Art Program</b> .....	6
Public Art for the City of Berkeley (January 2004).....	6
<b>District-specific Research</b> .....	8
The Telegraph District Public Art Plan (November 2015).....	8
West Berkeley Arts Field Survey (March 2008) .....	8
<b>Berkeley Civic Arts Grant Program</b> .....	9
Grant Funding Guidelines (2016).....	9
2016-2017 Grant Awards (2016).....	9
Grants Program: Assessment and Recommendations (October 2015).....	9
<b>One Percent for Public Art in Private Development Program</b> .....	10
City of Berkeley Guidelines and Procedures: Public Art in Private Development Program .....	10
<b>Chancellor’s Community Partnership Fund - The Berkeley Arts Providers School Partnership</b> .....	11
The Chancellor’s Community Partnership Fund 2015-2016 Grant Application Form .....	11
The Chancellor’s Community Partnership Fund 2015-2016 Final Report Overview .....	11
The Berkeley Arts Providers School Partnership Report.....	11
The Chancellor’s Community Partnership Fund 2015-2016 Budget Worksheet.....	12
Arts in After School Programs in Berkeley Unified School District Data Sheet.....	12

## Introduction

The purpose of this document review is to provide a summary of background materials that will inform the 2017 Berkeley Arts & Culture Plan Update (2017 Update), as reviewed by the consultant, MIG. The review will help the project team and related partners better understand the background and history, as well as current policy direction of the City's efforts to support a thriving arts and culture ecosystem in Berkeley. A review of planning documents provides baseline data and conditions of Berkeley's arts community and its impact. Overall, the document review process will provide the project team with a common foundation of knowledge of previous planning efforts, a record of communities and individuals engaged in past efforts, and an assembled record of pertinent data and research.

MIG has reviewed eleven documents for this report including the following plans, programs, and partnerships:

- Berkeley Arts and Culture Plan;
- Public Art Program;
- District-specific research;
- Berkeley Civic Arts Grant Program;
- One Percent for Public Art in Private Development Program; and
- The Berkeley Arts Providers School Partnership.

The most recent **2004 Berkeley Arts and Culture Plan**, adopted by the City Council in July 2004, was built on a foundation of research and public engagement. Prior to the development of the Plan, Berkeley contracted with ArtsMarket to assess baseline conditions of arts and culture in Berkeley, through surveys, public meetings, and interviews with community leaders. The **Berkeley Cultural Needs Assessment and Findings** includes an **Economic Impact Analysis** that analyzes the impact of 130 local nonprofit arts and cultural institutions on the local economy. Based on the analytical findings of these efforts, the Civics Art Commission developed the Berkeley Arts and Culture Plan that lays out a set of policies and corresponding actions that increase the City's role in improving the creative arts and cultural communities found in the City.

### 2004 Berkeley Arts and Culture Plan (July 2004)

The Economic Development Element of the General Plan for the City of Berkeley (adopted in 2001 - 2002) called for the development of an Art and Culture Plan to establish citywide goals and strategies to support and develop local arts, culture and entertainment.

The 2004 Plan developed objectives that look at how arts and culture in Berkeley serves a diversity of participants and activities across geography, age, ethnicities and abilities through well-funded and supported programming. The seven objectives developed below are each supported by policies and actions:

1. Enhance Berkeley as a community and place of culture and the arts, in all areas and distinct neighborhoods of the city.
2. Promote artistic and cultural engagement and public awareness of the arts in Berkeley, including quality youth programming and education in the arts.
3. Support arts in education in all Berkeley schools.
4. Enhance and support diversity of both participants and activities in the arts and promote city-wide incorporation of arts and culture.
5. Assure consistent, adequate, and regular funding for arts and cultural activities and programs in Berkeley.
6. Ensure access to arts and cultural programs and facilities for all ages, ethnicities and physical abilities

One of the tasks of the 2017 Update is to use similarly rigorous research and engagement efforts with local leaders to understand how the arts and culture community assets and achievements, as well as needs and concerns have shifted since the adoption of the 2004 Plan.

## Berkeley Cultural Needs Assessment and Findings (February 2003)

The Cultural Needs Assessment and Findings provided the background research that served as a foundation for the development of the Berkeley Arts and Culture Plan. The assessment is based on a review of existing document and plans, as well as public and community leader engagement. Outreach methods included interviews with leaders in the Berkeley cultural and arts community, neighborhood meetings, and meetings with the City of Berkeley Cultural Advisory Committee. In addition, two surveys were conducted, including a financial status survey mailed to Berkeley cultural organizations and an online resident survey distributed to gain input on the public's general cultural needs. From these sources, the following materials were developed:

- A baseline conditions report of arts and culture in Berkeley;
- A summary of public input regarding baseline conditions;
- An economic impact analysis on arts and culture in Berkeley;
- Mapping of arts organizations in Berkeley (See Figure 1); and
- A database of Berkeley arts and cultural organizations.

This needs assessment, especially the summary of baseline conditions of art and culture in the City, will be essential in developing the current conditions summary as part of the 2017 Update.

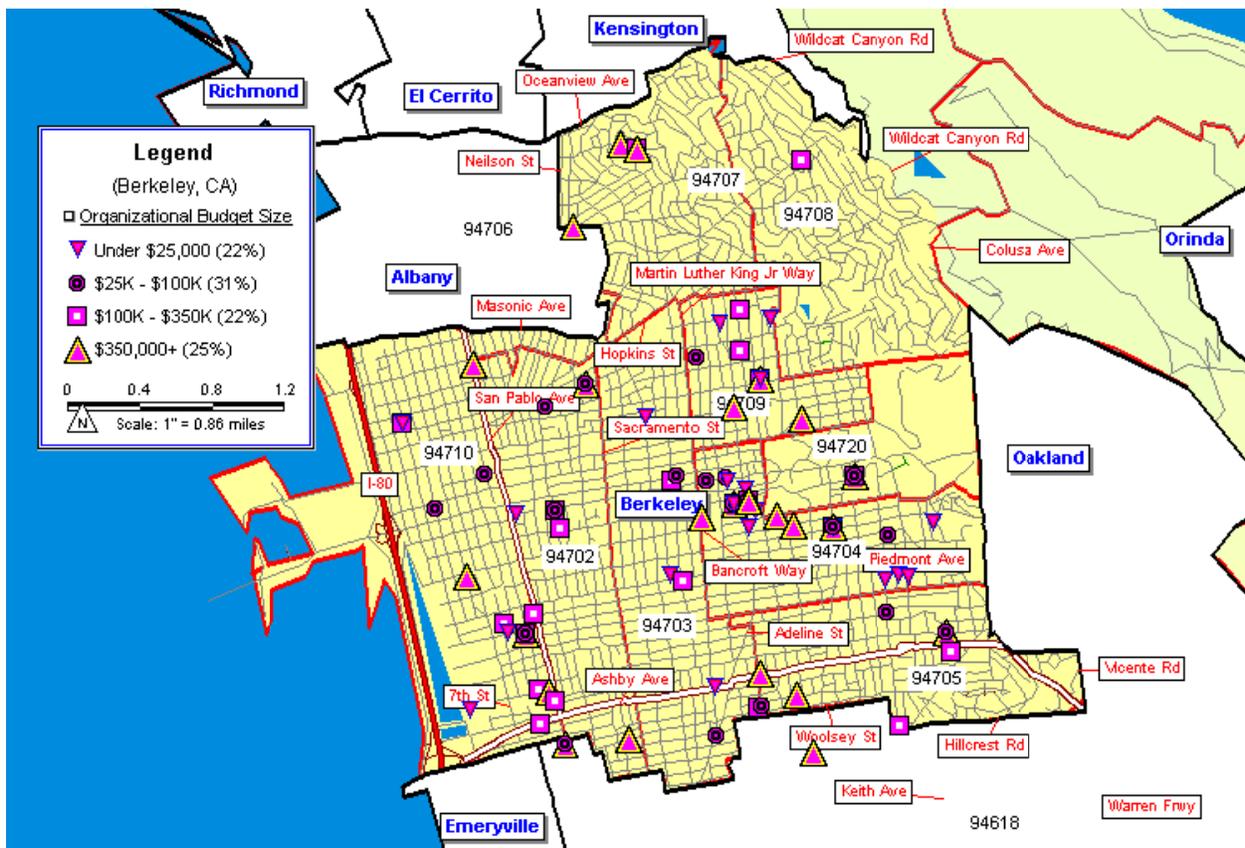


Figure 1. 125 Berkeley Arts Organizations locations, based on organizational budget size.

## Economic Impact Analysis (February 2003)

The Economic Impact Analysis is one section of the Berkeley Cultural Needs Assessment, but highlighted separately based on the 2017 Update’s goal of displaying the contribution of arts and cultural organization and programming to Berkeley’s local economy. The Economic Impact Analysis uses a sample of 130 local nonprofit arts and cultural institutions in Berkeley and examined the economic impacts in three ways:

- **On-site impact** - the organizations’ on-site economic impacts, such as from staff and contractor salaries, spending on exhibits or performances.
- **Off-site economic impact** - The spending of persons attending events of these organizations, such as at nearby restaurants, stores and hotels.
- **Tax impact** - the tax revenue generated by on-site and off-site expenditures.

**Table 1. Total Visitor and Organization Economic Impact**

Total Minimum Organization and Off-Site Visitor Expenditures (n= 130 organization’s data)				
	Direct Input/ Expenditure (\$ Millions)	Output (\$ Millions)	Worker Income (\$ Millions)	Economic Impact
<b>Total Minimum Org Expenditure Impact</b>	\$68.5	\$142.2	\$60.1	1,736
<b>Total Minimum Off-Site Audience Impact</b>	\$48.8	\$117.6	\$50.2	1,694
<b>Total Annual Impact</b>	\$117.3	\$259.8	\$110.3	3,430

Data collection and economic modeling within this analysis show that these 130 organizations have a large economic impact, support an estimated 3,400 jobs and have a combined budget of nearly \$70 million annually (See Table 1).

## Public Art Program

The City has a longstanding Public Art Program that includes, among others components, a City collection valued at \$3 million dollars, public art projects, and city-owned galleries. **Public Art for the City of Berkeley** serves as a guide to the Public Art Program, including the 1999 percent for art resolution.

### Public Art for the City of Berkeley (January 2004)

Public art has been incorporated into the fabric of civic life in Berkeley. This document serves as a guide for how public art is funded, selected and placed within City limits. In specific, it serves as a guiding document for the city resolutions that affect public art on issues such as:

- The selection process of public art;
- The Civic Arts Commission as an oversight body of the selection process;
- The percent for art funding; and
- Guidelines for public art.

### The Public Art Selection Process

Based on the 1985 City Ordinance on Visual Art in Public Places, this section serves as a guide to the oversight bodies and Commissions responsible for placing public art in an identified area. (See Figure 1) and includes standards for review, general rules for art in public places and review of artistic matters.

### The Civic Arts Commission as the Delegated Oversight Body

The Civic Art Commission was formed in 1980 and is charged with promoting the arts and urban beautification in Berkeley. A number of guidelines dictate membership and appointment of Civic Arts Commission members, as well as the rules, procedures, duties and functions of the Commission.

### 1999 Percent for Art Resolution

This resolution designates that one percent of the construction budget for each of the City's eligible capital project is transferred to the Public Art Fund. In addition, 0.5% is transferred to the Public Art Fund and used for administration costs. The funding and management protocol of the Public Art Fund is described in this guide.

### Guidelines for Public Art

Berkeley has delineated guidelines for the acquisition of public artwork, selection of artists, public participation, and project management, and gifts and loans.

# Civic Arts Work Flow 2016

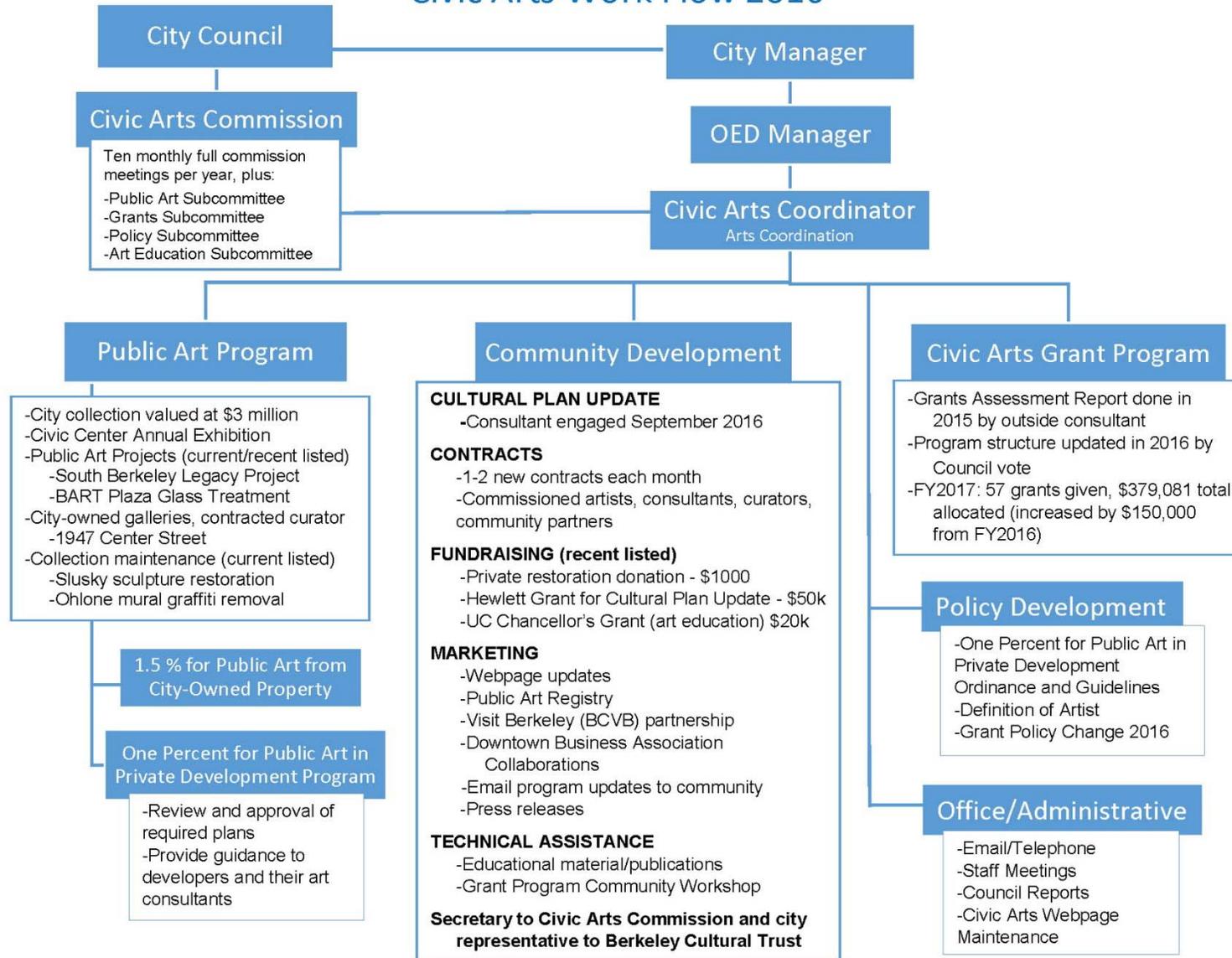


Figure 2. Civic Arts Program Organizational Chart

## District-specific Research

The City’s vision for arts in Berkeley includes supporting existing and new arts and culture districts that sustain distinctive arts communities. District-specific planning, such as in the **Telegraph District Public Art Plan**, as well as area mapping and research, such as the **West Berkeley Arts Field Survey**, directly supports this vision.

### The Telegraph District Public Art Plan (November 2015)

One of the parallel products of the 2017 Update is a City-wide Public Art Plan. The Telegraph District Public Art Plan creates a precedent for public art plans across Berkeley. The document centers around six themes that emerged from stakeholders regarding arts and the telegraph district, such as “playful, interactive, refined but possibly funky” and “cultural movements”. A cornerstone of this public art plan is a set of strategies divided into “short term/immediate,” “medium/long term,” and “durable/built environment” categories that correspond to an increasing level of effort and capital needed for planning implementation.



**Figure 3.** The development of functional art is a recommendation for a “durable/built environment” strategy within the Telegraph District Public Art Plan.

### West Berkeley Arts Field Survey (March 2008)

The Berkeley Civic Arts Commission contracted an arts field survey of the West Berkeley area to understand the types and distribution of artists and artist spaces in this area. The survey garnered 827 responses, and the summary includes a set of five maps that display and/or analyze the location of and density of artists and spaces in West Berkeley.

## Berkeley Civic Arts Grant Program

The City of Berkeley Civic Arts Grant Program is an essential way the City supports an ecosystem of artists and small and large art and cultural organizations. For Fiscal Year 2017, for example, Berkeley allocated \$379,081 to 57 different individual artist and organizations, a \$150,000 increase of funds allotted from Fiscal Year 2016. There is still, however, a large demand and need from local organizations. In the Fiscal 2017 grant cycle, Berkeley funded only 66% of the total amount requested (\$573,050). The [Grant Funding Guidelines](#) and the [2016-2017 Grant Awards](#) lays out the eligibility and application procedures organizations and artists must adhere to, and the funding requested and received by the grant recipients. The final document in this section, the [Grants Program: Assessment and Recommendations](#), provides an assessment of the program from past grant recipients.

A key component of the 2017 Update will be incorporating the findings of the assessment of the Grant Program into new and updated policies and strategies, so that artists and art organizations can continue to receive valuable and timely support from the City.

### [Grant Funding Guidelines \(2016\)](#)

The Berkeley Civic Arts Commission makes funding recommendations to the City Council to use grant funding to support nonprofit organizations and artists that can enrich Berkeley's arts landscape. These guidelines include rules on application procedures, eligibility, restrictions and timeline, to name a few.

### [2016-2017 Grant Awards \(2016\)](#)

This document includes a list of Fiscal Year 2017 grant recipients as individual artists, small and midsize organizations and large organizations. Nine individual artists, 41 small and mid-size organizations and 22 large budget organizations were funded in Fiscal Year 2017, receiving a total of \$379,448 total funds allocated.

### [Grants Program: Assessment and Recommendations \(October 2015\)](#)

In 2015, the City contracted an arts strategy consultant to identify findings and recommendations for the future design of Berkeley's Civic Arts Grants Program. Interviewees provided recommendations in the following areas:

- Purpose of grants;
- Program structure, grant amounts, and grant cycle;
- General eligibility;
- Program systems; and
- Professional skills, expertise, and knowledge.

Within the assessment document, Appendix E includes higher level findings that are relevant to a long term cultural planning process. The consultant highlighted that these would be especially useful in the City's 2016-2017 cultural planning processes.

## One Percent for Public Art in Private Development Program

The One Percent for Public Art in Private Development Projects Ordinance was passed by the Berkeley City Council in June 2016. The [City of Berkeley Guidelines and Procedures](#) document provides developers with the details around the review and approval of required plans needed for this process. The 2017 Update provides an opportunity to review this newly adopted ordinance to determine its relationship with other funding mechanisms and strategies for public art.

### City of Berkeley Guidelines and Procedures: Public Art in Private Development Program

The City of Berkeley has adopted a policy requiring eligible projects to include on-site publicly accessible artwork with a minimum value of one percent of the construction cost. The project may alternatively pay an in-lieu fee to the Cultural Trust Fund, valued at .8% of the construction cost. The guidelines outline the review process and decision-making criteria, including eligible and ineligible costs, on-site publicly accessible art criteria, and ownership of maintenance, removal and replacement of artwork.

The Berkeley Arts Providers School Partnership connects UC Berkeley, the Civic Arts Commission, and the Berkeley Unified School District (District) to look at access to arts programming within the District's schools. Addressing the role of arts programming and education in schools is a focus of the 2017 Update. The Office of the Chancellor funded the Berkeley Arts Providers School Partnership through the 2015-2016 Chancellor's Community Partnership Fund to identify disparities in after school art programming for the District. The [Grant Application Form](#), [Final Report Overview](#), [Final Report](#), [Budget Worksheet](#), and [Data Sheet](#) provide more details to the scope and findings of the first year of grant research and future research efforts.

### [The Chancellor's Community Partnership Fund 2015-2016 Grant Application Form](#)

The 2015-2016 grant application submitted for the Berkeley Arts Providers School Partnership provides an overview of the two-year process of researching and proposing a plan that connects the Civic Arts Commission, local arts organizations, the Berkeley Unified School District to ensure quality and equity in arts education of after school programs in the District. The grant requests \$15,000 to support the first year of research and planning.

### [The Chancellor's Community Partnership Fund 2015-2016 Final Report Overview](#)

At the end of the grant period, it was reported that the full \$15,000 grant funding amount was used to research the quality and equity in arts education of after school programs in the District. The Final Report Overview highlights how this data will be used in the next year to create a well-designed, effective plan for implementing improvements in the District.

### [The Berkeley Arts Providers School Partnership Report](#)

The report analyzes the data collected through the first year of grant funded research. There were 86 art classes reported within afterschool programming for elementary schools, and 36 art classes reported through Middle School programming outside of the regular instructional day. These art classes were analyzed for the type of arts provider, frequency and duration, funding or cost, and student participation rates, to name a few, to examine equity in arts education of after school programs.

Researchers determined that there was significant gaps in the data they collected that prevented them from conducting a side-by-side analysis of individual afterschool programming. Insufficient data collection was due in part because of no central authority, high turnover, and a large number of responsible parties in the after school programming ecosystem.

Despite some limitations in data collection, researchers conducted a system-wide analysis and recommended four overarching actions:

1. Discussion between the District and relevant partners to develop a comprehensive, K-12 visual and performing arts program that includes both during and after school programming.

2. The development of a K-12 visual and performing arts curriculum guide that can be used for during and after school programming, as well as extra-curricular programming.
3. The development of partner guidelines for after school programming including aspects such as standards of programming and instruction and student access to funding.
4. An update to the existing community arts education organizations.

### [The Chancellor's Community Partnership Fund 2015-2016 Budget Worksheet](#)

For the 2015-2016 grant period, the Berkeley Arts Provider School Partnership spent a total of \$15,000, with \$11,250 allocated to student stipends for research and \$3,000 for a consultant to coordinate project partners. A five percent nonprofit sponsorship constituted the remaining funds.

### [Arts in After School Programs in Berkeley Unified School District Data Sheet](#)

The data sheet provides a consolidated database of the information collected for the Berkeley Arts Provider School Partnership. Organized by Elementary and Middle Schools, this document provides school-by-school information of types of art instruction, frequency, funding, and scholarships available for each after school program.